

The PubMatic Glossary of the Online Ad Space

Defining Acronym Soup

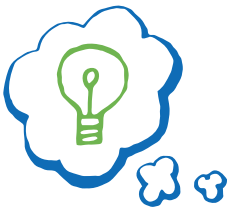
A large white spoon is positioned diagonally across the lower half of the image. The letters 'ABC' are written in a bold, blue, sans-serif font on the bowl of the spoon. The background is a solid blue color, with a darker blue curved shape at the bottom right.

ABC

PubMatic

The PubMatic Glossary of the Online Ad Space

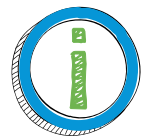
Don't know your DMP from your SSP? Wonder how all this "Wall Street-ish" talk came the world of media? PubMatic believes that a little clarity is in order. Here's what all those terms and acronyms really mean. The following is an adaptation of an article written by industry analyst Kathryn Koegel in 2011 for Ad Age. [Click Here for More](#) It has been newly updated here at the request of PubMatic).



3MS: Or Making Measurement Make Sense. An initiative of the AAAAs, the ANA and the IAB (the leading acronymous trade organizations of Agencies, Advertisers and Online Publishers, respectively) that is trying to connect the dots of the different sources of data in online media: the audience measurement data used to plan with the ad serving data used to measure delivery and billing. The first wave of the project resulted in the concept of the "[viewable ad](#)" and a call to redefine the IAB definition of an ad impression.

Advertisers: Also called marketers. The people who control the money/marketing budgets the publishers want to get access to. They are often divided into Direct vs. Brand marketers based on how they measure their advertising effectiveness, but in an increasingly interactive media world, these are artificial definitions. A "Brand" marketer like Coke might be driving to an online promotion (and measure by the response) in the same way that a mortgage company might measures its online ads by how many requests for information they get based on their ads.

Advertising Option Icon: A cute little "i" that can be put on ad creatives so that consumers can find out how the data collected about them is being used, and set various preferences. It's administered by Evidon and part of a consortium of trade groups as part of an industry self regulation maneuver to keep Washington privacy advocates at bay.



Ad Blockers: Software enabled through a person's web browser which can prevent ads from being displayed. Booh – publishers have to get paid. Microsoft's latest version of Internet Explorer is pre-set to block cookies. The IAB is not happy...

Ad Exchanges: Wall Street-like commodity trading comes to online. Publishers designate inventory, buyers can access and buy it through machines. The idea is that it creates a rational marketplace and automates the tedious buying process, allowing publishers to set a "floor" or minimum bid, rules around what types of ads they will accept while buyers bid for varying types of inventory available – but rarely know in advance where those ads will show

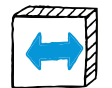
up. There are pure exchanges where the inventory is “blinded” and now publishers are involved in the process by creating their own private exchanges or networks of sites that feed into an exchange. Leaders in the ad exchange space include Right Media, OpenX, and Google. The Weather Channel has their own private exchange and a consortium of Gannett, Hearst, The New York Times and the Tribune company runs Quadrant One.

Ad Networks (and various permutations thereof):

In the vast universe of online inventory, companies that aggregate impressions to make it easy for an advertiser to achieve scale in a buy.



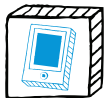
- **Audience Based:** They sell with the idea of aggregating users based on either demography or intent (to purchase something). Audience Science and Collective are known for this.



- **Horizontal:** Wide base of inventory available, ie. not specialized.



- **Vertical:** Specialized. There are women’s networks, networks of people in market to buy a car...



- **Mobile:** Sell ads onto wireless devices including phones and now tablets. There’s more to it than just sales as it take work to get one ad to appear in more than one platform (ie Android vs. Apple). There are three big ones: Google (AdMob), Apple (formerly Quattro) and Millennial (independent) plus some focused on rich media or various verticals or mobile video.



- **Performance:** Clicks ‘R Us. Wide range of inventory available without concern for placement: it’s all about driving a direct action (a click, a sign up, some sort of conversion) at the lowest possible price.



- **Video:** Sight, sound and motion are hot online (and generate the highest CPMs). It’s recently been a land grab for more generalized networks to buy video networks or merge with them. They not only aggregate inventory but some also syndicate video content across a range of sites as there is not enough video inventory at the right price to meet demand. Leaders in the space include Tremor, Brightroll & Say Media.

Ad Ops: The footsoldiers of online advertising. They either work at agencies or publishers where they make sure the online ads get where they are supposed to through tagging (dropping 1x1 pixels onto ads so that they report back in response and placement). These jobs are increasingly being outsourced and automated leaving room for talented taggers to elevate their status to [Media Revenue Strategists](#)

Ad Servers: The technology that disseminates online ads, tracks and reports back on ad performance. DoubleClick/ Google and Microsoft Atlas are the leaders along with “homegrown” which means a site built their own ad server. Any sophisticated IT team can create an adserver but the decision to “buy or build” is also a decision about whether a company has the financial and personnel resources to maintain and continually upgrade the capabilities of the ad server to meet changing market dynamics. The first ad server was DoubleClick’s DART (Dynamic Advertising, Reporting and Targeting) which also was part of the birth of the acronym movement in online advertising.

Ad Verification: Software tools that advertisers use to determine if impressions are displayed where they are intended to and that the ads are privacy compliant. They are often used on exchange inventory where the advertiser does not know where the ads are placed or for audience targeted buys to ensure the ads reached their target or for “brand safety”: ie, my ads aren’t on pages with boobs. Company examples include: DoubleVerify and AdSafe. Now,

this kind of service is being built into the exchanges and the SSPs (like PubMatic) and DSPs so that there is no additional tagging required.

Agencies: The gatekeepers of the cash from the advertisers. Challenge is that while they used to just be either in the business of creative (coming up with ads) or media (buying ads from publishers) they are also often in the data business themselves, and have their own DSPs and DMPs. They realize they have a ton of data from all their clients and want to be able to harness it to make smarter buying decisions.

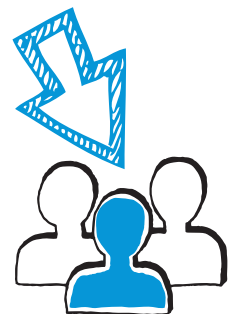
Algorithm: What RTB and programmatic trading are fueled by. At PubMatic, marketing technologists use proprietary algorithms to drive the speed and efficiency of the media selling operations. But, the company believes that its clients don't need to be math majors in order to use their tools.

Agency Trading Desks (ATDs): Media Buying Platforms/Desks or DSPs managed by an agency. The practice of an agency operating its own DSP so that they can enrich their pool of data from all buys executed. The bigger agencies are building systems so that they can look at the data across media and frequency cap: ie be able to control the number of times a person is exposed to specific ad. Examples include IPG's Cadreon and The Publicis Group's VivaKi's Nerve Center.

Analytics:

- **Third Party:** Panel-based companies that tell you who actually looks at a site such as comScore and Nielsen. The big new development in third party measurement from comScore and Nielsen is the online GRP, which is an attempt to create a metric that will enable cross media (ie TV + Internet) measurement. In spring of '12 Google announced that it too was building a panel to answer the "who" question in online advertising and also to offer a GRP metric.
- **First Party:** Software tools (Google Analytics, Omniture, Webtrends among them) operated through tags on a site's pages that let publishers know statistics on how many pageviews a site is generating and how many unique users (a machine proxy for people). Their numbers never match up to third party tools due to issues like cookie deletion and different counting definitions.

Audience Targeting: Behavioral targeting with new clothes and broader capabilities and applications. The practice of using data to imply an audience, either by demography, lifestyle or some sort of intent like people who have searched for information on a car or new phone purchase. If I am looking to reach an "auto intender" I advertise to them wherever they are online – not just on auto sites. Agencies are big believers in buying audience targeted impressions as it increases their efficiency and for many types of products, especially packaged goods, they are looking to reach broad audience segments like Adults 18 - 34 or Women 35 - 54 – much the way they buy in television.



Audience Management Platforms (AMPs): The folks who provide the audience targeting now have platforms to automate the process of matching the data and buying audience targeted inventory. Since many of them also operate ad networks, it's a natural extension. Audience Science and Crowd Science are examples.

Beacons: A 1x1 pixel tag typically used by an advertiser or a third party ad server to track a unique user's activity over time. If someone was exposed to an ad on day one of the month, did not click on it but went to that company's

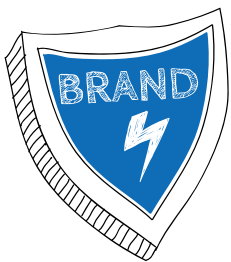
website on day 30 and did a desired activity (bought shoes, etc.) the beacon would attribute that activity to the original ad impression (the action itself is called a view through). DoubleClick, which originated the concept, still uses the name “spotlight tags.”

Behavioral Targeting: A now old-fashioned term that has been rebranded as “audience targeting.”

Big Data: The interactive world we are living in when we talk about “terabytes” in terms of volume and the processing of the huge amounts of data generated by media activity, and increasingly by social networking. Facebook is arguably the king of “big data” but no one knows precisely how they will use it.

Blinding: The practice of not designating where ad inventory will be placed, which is very often done with exchanges at the publisher’s request. Publishers do not want a “channel conflict” of someone/thing besides their sales staff selling the inventory (never let your customer know someone else sells it cheaper).

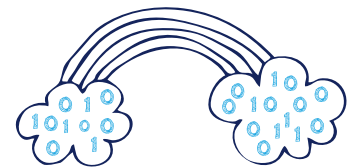
Blocked Sites: Publishers who designate certain advertisers as not being able to buy through a DMP as they are handled by the publisher’s direct sales force. Or, those advertisers are deemed inappropriate to appear on that site.



Brand Protection: Tools that enable advertisers to buy inventory online that automates the process of making sure that the content is not objectionable or contradictory to the advertiser’s brand image. It most often applies to sites with adult content or any sort of objectionable speech. Pubmatic has tools that are a part of its SSP that integrate this activity so there is no separate tagging required.

Brand Impact Studies: Studies offered by companies like Dynamic Logic, Insight Express and now Nielsen and comScore that use a control/exposed methodology to determine whether an ad that was served had an impact on metrics like ad recall, brand favorability and purchase intent. The industry is increasingly moving to simpler methodologies (questions answered within a banner ad) with more limited questioning from companies like Vizu and KN Dimestore.

Cloud Computing: What makes all this data connection and movement work. In the world of ad exchanges, many of them run on the computing cloud created by AppNexus which operates as an exchange of exchanges.



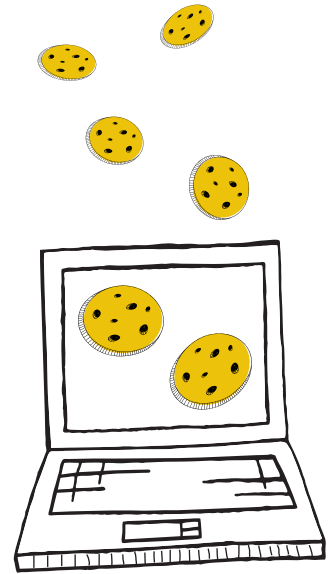
Clutter: Your typical web page with lots of ads surrounding content. One of the discussions around how to improve the performance of online advertising surrounds the issue of how many ads per page of content is optimal for both the user and the advertiser.

Complexity: What digital advertising drowns in a sea of. There are so many layers of technology and data and management of it all to make just one ad buy. The goal of a company like PubMatic is to simplify processes and enable publishers to reduce the complexity that impedes their ability to generate revenue.

Contextual Targeting: There are two kinds: natural context (place a bank ad on a finance page) and that of a contextual advertising system which scans the text of a website for keywords and returns advertisements to the webpage based on ad messages that match with those keywords: ads on the side of your Gmail that pop up text ads based on your email content.

Cookies:

- **First party cookies:** What your bank and Netflix uses to know it's you.
- **Third party cookies:** What an ad server drops on your browser to designate that you have shown interest in various product categories or based on your activity can be presumed to be of a specific demographic group.
- **Flash Cookies:** Almost universally publicly derided in the industry (due to the difficulty of getting them off your computer) but commonly used for the same reason and you can have as many as you want per Flash creative. To delete them you have to go to Adobe's website or manually do it through the Flash player setting on each site you access. They've also become an invaluable tool for third party research companies as due to the difficulty of deletion they return more accurate counts.
- **Fresh cookies:** Depending on the product category, the fresher the data attribute the better. If I'm in market to buy a cell phone I probably only shop around for a week or two so the fresher those cookies dropped on me, the more reliable.
- **Cookie Deletion:** People concerned with privacy regularly use a function of their browser to "dump their cache" of cookies. If you do it, be careful to just dump the 3rd party ones or you will have to enter your information all over again at places where you have registered. It messes up frequency caps so if a user dumps regularly they will get the same ads all over again because the ad server thinks it's someone new.



Creative Optimization: Software systems that enable an advertiser to default to the highest performing creative or manage the frequency of exposure, typically on a direct response basis.

CPC (Cost per Click): All the amorphous branding talk aside, most online ad buys are measured on some kind of immediate action, most likely a click through to a website or custom landing page for a campaign. The advertiser only pays for ads clicked upon. Publishers dislike this metric as they say they are penalized for bad creative.

CPM (Cost per Thousand): Cost per thousand impressions delivered. Publishers prefer to charge on this basis as it is closer to an exposure model rather than a direct response one: ie, they get paid on delivering an ad, not on whether someone clicked on it.

eCPM: Effective CPM. The reality of most buys is that they are a mix of CPM and CPC. It answers the question: If I buy a CPC campaign what would I have paid if I bought it on a cost per thousand (CPM basis) and thus used to compare whether the CPM or CPC buy was actually more cost effective.

eCPM calculation is: $\text{cost} / (\text{impressions delivered} / 1000)$.

DAA (Digital Advertising Alliance): A whole bunch of acronymous trade orgs involved in online who push for self regulation including: AAAAs, AAF, ANA, DMA with support from the CBBB. The alliance includes over 5,000 companies in the space.

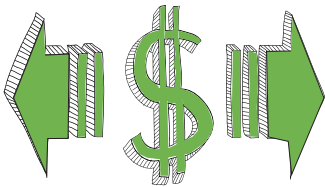
Data Aggregators: They pull in ad serving data, conversion data, 3rd party data including those from offline sources (stripped of personally identifiable info like names and addresses) like Acxiom, Polk and Experian to attach as many attributes as possible to online cookies to refine targeting capabilities.

Data Leakage: Publishers own their data on their users and the concern is that when selling inventory through an exchange, there will be data leakage, or the ability of advertisers to scrape user attributes from that inventory. PubMatic has tools that prevent this from happening.

DDM: Data Driven Marketing: the era we are now in.

DMPs (Data Management Platforms): Self-service “dashboard” tools that perform a range of services from collecting, managing, segmenting, sharing, and analyzing marketers’ advertising data including assuring publishers that their data is their data.

DSP (Demand Side Platform): A computer-based platform that automates media buying across multiple sources using unified targeting, data, optimization and reporting. Data is treated like media in that it is layered across the buy and becomes just another part of the cost. DSPs do not own, purchase, represent or resell inventory from publishers but connect to SSPs so that publishers can sell it themselves.



Dynamic Pricing: The ability of an SSP to sell inventory at a price that matches and changes with market demand. A publisher can choose to set up floor (or a minimum, the opposite of dynamic pricing) or allow the impression to go to the highest bidder based on timing and its particular data attributes.

Exchange: The exchange is used to define a technology/business model where vendors in the digital ecosystem place themselves as a middleware solution for the direct purpose of driving market liquidity between the demand and the publisher side. The primary purpose of improved liquidity through exchanges has been a solution for managing lower middle and long-tail publisher inventory.

Engagement Rates: What percent of total impressions for an ad were hovered on, clicked within—basically some activity related to a rich media ad. Smart advertisers are taking it the next step and asking questions about what impact a “hover” has on ROI or an actual sale.

First Look: The ability of a publisher through an SSP to enable a specific advertiser to bid on impressions at a premium for that chance to have the first option on them. This ability in digital sales is something like what is done in the Upfronts in television. Pubmatic’s Private Marketplace has First Look functionality built into it.

Frequency Capping: Using cookies to manage the number of times a user sees a specific ad creative. Never been done for most insurance, teeth whitening or belly fat ads, ads on many digital video sites or tablet content. A real problem for the user experience and causes waste for advertisers when frequency capping it not done.

FUD: Fear, Uncertainty and Doubt. What drives many business decisions among media companies. PubMatic would like to break through the FUD experienced by many large media companies by enabling them to take charge of their ad inventory in a holistic manner, automate tedious operational tasks and increase their revenue from each and every impression.

Guaranteed/Non-Guaranteed Inventory: Publishers often segregate their inventory into premium which is sold on a flat CPM basis by their sales staff, which is sold through exchanges for no fixed price.

Holistic Asset Management: The ability of a publisher to manage their content assets for best user and advertiser experience. This involves the optimization of the user experience through personalized content and the optimization of the ads to user attributes.

HTML5: What we should all be learning in our spare time as agencies and publishers are in great need of the expertise required to code in this next generation of programming language for the web that will rule also on our phones and tablets as well as the wired web. Apple sanctioned it as the programming language for their phones going forward as well as the iPad. Google is down with that.

Impression: An online ad that appears upon calling up a web page – there is an approved and very technical definition that took years of negotiation by the IAB and focused on a common definition for the ad servers that was finally agreed to in 2004: [Click Here](#) And now the 3MS initiative says this definition has issues: most notably that it does not specify that the ad was ever viewed by an actual human, but merely that the page of content it is on was called up technically.

Inventory: Get your ad impressions here...for some off reason in online, people talk as if they are moving units of underwear or canned goods. TV people don't talk like this, PubMatic believes publishers shouldn't either.



- **Content farm:** Inventory created specifically to place ads on it and souped up through SEO so that people find it. Often offers context, but marginal context at best.
- **Direct Sold:** Get it from the publisher salesperson, typically high quality stuff that may involve specific contextual placements or sponsorships of hot events or content areas.
- **Contextual:** Inventory that relates to a category of content or advertising: business pages on The New York Times are contextual inventory for finance. Contextual can also mean those ads sold based on semantics that show up on the side of mail pages or pop up from double-underlined content.
- **Premium/First Tier:** As good as it gets, often contextual or highly-trafficked areas like home pages and lead section pages.
- **Mid Tier:** Inventory from a site you may have heard of that has decent content but not a top 100 site as ranked by comScore.
- **Long Tail:** The vast unwashed inventory available from no-name sites and blogs. There could be some valuable stuff in there that

people really look at...or not. Recent tests from the 3MS initiative and comScore show that long tail sites have the biggest challenge with viewability rates.

- **Remnant:** (or Yield Optimized) Every large publisher's got it. In a world of limitless inventory – they keep adding pages – if you can't sell it direct or because of its context, it's remnant to be sold through an exchange near you. Data is often appended to remnant to make it into an audience buy which is a good thing: advertisers of mass products don't always need or want to pay the premium for context or to buy direct.

Latency: The problem of a page of content taking too long to load. Ad ops experts often say that latency is caused by all of the pixel tags dropped on the ads. Tag management can help solve this problem.

Lost Opportunities: Tools within SSPs that help a publisher analyze what they sold at what price and whether choosing to automate some direct sold would have increased revenue. At PubMatic, this is the name of a specific report.

LUMA Landscape: Terrence Kawaja, a pundit and one of the VCs backing a lot of companies in the marketing technology space came up with a logo-glutted map of the online display ecosystem (he's also done similar ones for search and mobile). The industry uses this map as a Rorschach test: either you see it as innovation and the dynamic nature of the market, or you see it as the chaos and complexity that is preventing publishers from making money and agencies from shifting spend from television to interactive. ([See the LUMA Landscape Here](#))

Media Revenue Strategist: A new role within publishers that ad ops people can be elevated to. PubMatic believes that some ad ops processes can be either outsourced or automated, freeing up these valuable employees to work between the technology and sales functions to more effectively and efficiently allocate resources (between people and machine sold) and value inventory so publishers get the highest possible return.

Media Silos: The habit in agencies of focusing their buying, planning and creative people based on a specific media specialty: ie TV people do TV and couldn't give a fig about online and don't know their cookies from their click rates. Digital people think no one watches TV anymore and wouldn't know a GRP from a CPP. Some agencies are starting to create brand-focused media teams, but this is rare. This fits the reality of how most agencies buy, but leads to limited thinking in term of the connections between media usage. It also makes little sense in terms of the increasing usage of more than one media at once.

Native Advertising: Advertising that appears as a part of the content or is highly contextual. It was often used to refer to sponsored content, but increasingly is being used to describe advertising that appears on platforms like Facebook and Twitter that is placed based on user data and must be specifically created for those platforms.

One By One (1x1) pixel tagging: What an ad trafficker needs to "drop" (an invisible image basically) in order to analyze a view through.

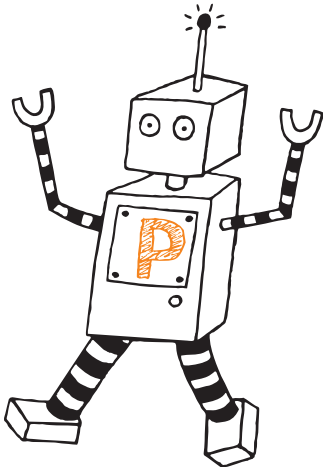
OS (Operating System): No, not the one on your computer, but an OS for all of digital media that would eliminate some of the complexity that makes it so hard for publishers to make money and advertisers to buy. The idea was first floated by [Terence Kawaja](#) and is being eagerly embraced by Google, many of the exchanges and the SSPs. PubMatic believes that there should be more than one digital media OS – and that to best serve both buyers and sellers it should be independent of media and data ownership.

Platform: The movement in the marketing automation space for the creation of stacks of technology that solve many issues in one self service platform: RTB, data management, tag management, brand protection....

Point Solution: A technology that just focuses on one function needed within the digital marketing technology spectrum. So, a brand protection tool, a tag management tool, a data management provider. Too many point solutions add to the complexity issue in digital media.

Private Marketplaces And Exchanges: The ability of a publisher through an SSP to carve out certain inventory and sell it as a programmatic premium to buyers willing to pay for an exclusive opportunity on that inventory. Private Exchanges and Private Marketplaces are sometimes confused as the same solution but there is a fundamental

difference in exchange versus marketplace strategy. Exchanges prioritize liquidity over margin, while marketplaces put the importance of margin management over liquidity. PubMatic offers a complete Private Marketplace service as part of its platform, since publishers create and maintain a market for their media and do not just trade inventory.

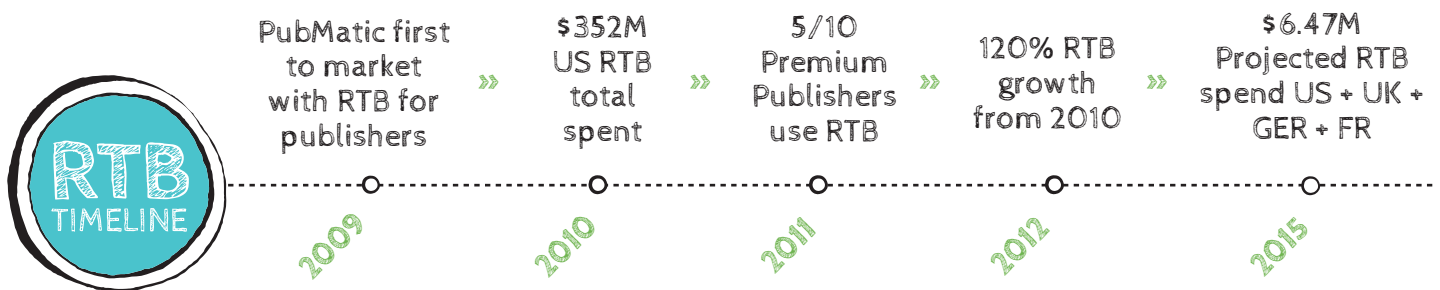


Programmatic Buying: The practice of automating the buying of online ads by using algorithms to drive the best price possible for each impression. This takes place through DSPs connected to SSPs.

Programmatic Selling: The practice of using a DSP to automate the sale of media assets. PubMatic enables a publisher to sell at four levels programmatically: basic yield, RTB, audience and private marketplace.

Programmatic Trading: The practice of fully automating both the buying and selling of online media so that machines are talking to machines with no human intervention. PubMatic believes that this sort of approach leads to further commoditization of the online media space.

Publishers: The companies that produce the content on which ads are placed. In the digital world of media everyone (including brands) are now publishers – or are sometimes just called content producers – as every company needs a consumer-facing presence through the web, social networks...any way that people might want to connect with them. This democratization of content has led to much hand wringing at places like Time Inc., Hearst and Conde Nast. Is the Huff Po as valuable to an advertiser as The New York Times? Therein lies the challenge: quantifying the value of various types of content.



RTB (Real Time Bidding): The dynamic process of buying and selling impressions instantaneously and in a live auction. The auction determines a winning bidder who then has the right to place an ad message into the available ad position using audience attributes as signals to determine the best ad message in that moment. Pubmatic was the first to bring real time functionality or RTB to publishers through its sales platform.

Re-Targeting: The usage of data especially from user behavior to find that user again and send a targeted message to them. Privacy advocates refer to this as “cyber-stalking.” Advertisers know it often works well as some products have longer purchase consideration cycles and being able to serve specific car ads to someone who searched for make and model info on an auto site elsewhere can lead to higher conversions over time. Can also benefit the consumer as e-tailers often use promotions in their retargeted ads to try to close the sale.

Second Price Auction Model: When an ad put for sale through a DSP fails to hit the floor or minimum pricing set and the publisher decides it’s worth putting it out again at a different price.

Semantic Targeting: Targeting where a computer system examines all the words on a web page to identify the meaning of those words and not just the simple context to determine appropriateness for an ad placement. Say a news page contains the word “golf.” Calloway wants no part of it if it’s an alligator-bites-man-in-Florida-on-golf-course story.

Sentiment Analysis: Can also be used to determine if the “sentiment” of the page is positive or negative and thus suppress an ad (ie. helps Calloway avoid an article about how golf is a lousy sport for overweight white guys in media).

Social Targeting: Using data to find obsessive social networkers who influence the “social graph” ie. the people who talk about what they are going to buy, what they actually bought and what they thought about it.

Stack: Nothing to do with the shapely form of a woman but everything to do with what technologies an advertiser or a publisher layers to create the ultimate buying or selling platform. PubMatic is creating a technology stack with the publishers’ needs in mind and no inherent conflicts of interest. PubMatic does not also own any media, network or data.

Supply Side Platforms (SSP): A DSP but from the publisher or content producer’s perspective. PubMatic prefers to define this as Strategic Selling Partner. This is not about moving widgets but about helping publishers find the right advertiser at the right price for every impression.

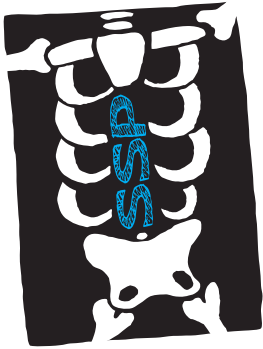
Tag Management: With so many point solutions and tags needed for everything from audience measurement to ad delivery to brand protection, the approach to managing (or even automating to simplify) all the little pieces of code required to deliver an online ad these days. There are companies that offer tag management as a point solution; PubMatic’s SSP has this functionality baked into their technology.

Terence Kawaja, President and CEO of LUMA Partners: A funny guy who advises on this “space” and issues a much-talked about chart that visualizes the acronyms. You either see his chart as emblematic of the vitality of online advertising (certainly reflects investment in the space) or as an illustration of what a mess it all is.

[\(See the LUMA Landscape\)](#)

TLA: Three Letter Acronym. What the online ad industry has become and what PubMatic seeks to avoid.





Transparency: What advertisers want and exchanges and publishers historically have not offered. This typically refers to advertisers requesting complete lists of sites they will advertise on through either a network or an exchange. PubMatic believes that publishers can holistically manage their inventory through an SSP and if they are concerned about channel conflict, use the private marketplace function to segregate specific inventory but enable the buyer to see what they are buying in advance.

Yield Optimization: From a publisher perspective, how much are your impressions worth and how can you manage flow of inventory to make the most money? SSPs look at each impression available on a web publisher's site and then match the impression with an available ad from an ad network or exchange. Right now this is typically only done as an assessment of remnant inventory but could be applied to all inventory.

View Through: If someone saw an ad but did not click and eventually did online what an advertiser wanted them to, does it count? Yes. [See beacons.](#)

Viewable Ads: The first outcome of the 3Ms initiative that calls for redefining online ad impressions into those that are viewed by a human and not merely loaded into a computer browser. Some see this as a useful step towards a metric that coalesces with TV, which is based on an opportunity to see metric, while others feels that there are too many years of data on the old definition to make the switch now or that non-viewable impressions get winnowed out by agencies for their lack of impact. If the industry switches to this definition of an online ad impression it will impact historical data, ad servers will need to reengineer their counts and attribution models will also need to be recalibrated.

VCs: The cash and promise of going public or getting bought by Google or Facebook that fuels it all.

Unified Optimization: The idea of unifying the tools and reporting available through an SSP so that a publisher can look at their inventory in a holistic manner and optimize their sales accordingly. This involves getting rid of artificial constraints on inventory such as designation of guaranteed vs. non guaranteed, remnant vs. direct sold.

About the Author: Kathryn Koegel, Chief of Insights at Primary Impact, works with media and interactive marketing companies to turn their data into industry insights. See her report for Ad Age: Building Brands Online for a complete discussion of the issues addressed [Here](#). She writes extensively on marketing automation and mobile including a 5-Part series for Ad Age. She was the VP of marketing for one of the first internet ad networks, Phase2Media, and was the Director of Research & Industry Development for DoubleClick. She can be reached at kathryn@primaryimpact.com.